AMENDMENT TO THE CLAIMS

This listing of claims will replace all prior versions, and listing, of claims in the application.

1. (Cancelled)

2. (Previously Amended) The computer program product of claim 39 further comprising code for generating a customer profile report and wherein the information comprises business performance measures, and wherein:
code for creating at least one first dimension table further comprises:
> code for creating a customer profile hierarchy; and
code for creating at least one fact table further comprises:
> code for aggregating said business performance measures according to
> said customer profile hierarchy.

3. (Previously Amended) The computer program product of claim 39 further comprising code for generating an operation report, and wherein the information comprises business performance measures, and wherein:
code for creating at least one fact table further comprises:
> code for aggregating said business performance measures; and
> code for filtering said customer profiles.

4. (Previously Amended) The computer program product of claim 39 further comprising code for generating a customer behavior report, and wherein the information comprises customer records, and wherein:
code for creating at least one first dimension table further comprises:
> code for creating a at least one of a plurality of customer profiling dimensions
> based upon the at least one of a plurality of customer profile groups
> received; and
code for creating at least one fact table further comprises:
> code for aggregating customer records based on said at least one of a plurality of
> customer profiling dimensions.

5. (Previously Amended) The computer program product of claim 39 further comprising:

code for creating a list of customers for each one of the plurality of customer profile

groups;

code for creating at least one intermediary data structure to manage the list of customers;

and

code for creating customer classification components in a meta model for each customer

profile group.

6. (Previously Amended) The computer program product of claim 39 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Previously Amended) The computer program product of claim 39 wherein code for receiving a definition of at least one of a plurality of customer profile groups further comprises;

code for creating a list of customers for each one of the plurality of customer profile

groups; and

code for creating customer classification components in a meta model for each customer

profile group.

12. (Cancelled)

13. (Cancelled)

14. (Cancelled)

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Previously Amended) The computer program product of claim 29 wherein said first data schema comprises a star schema.

22. (Previously Amended) The computer program product of claim 29 wherein virtual data model comprises an identity centric data organization.

23. (Original) The computer program product of claim 22 wherein said identity is a customer identity.

24. (Previously Amended) The computer program product of claim 29 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Previously Amended) A computer program product for analyzing information in a

first database, said first database organized according to a first data schema said computer program product comprising:

code for defining a virtual data model;

code for determining from the virtual data model a second data schema;

code for receiving as input a third data model definition;

code for creating a third database having a third data schema from the third data model;

code for creating a first mapping, that provides a translation for data from said first data schema to said second data schema;

code for creating a second mapping, that provides a translation for data from the second data schema to the third data schema;

code for selectively migrating information from at least one of the first database to the second database according to the first mapping, and the second database to the third database according to the second mapping;

wherein the virtual data model comprises a reverse star schema; and

a computer readable storage medium for holding the codes.

30. (Cancelled)

31. (Previously Amended) The system of claim 40 wherein said virtual virtual schema meta-model comprises an identity centric data organization.

32. (Previously Amended) The system of claim 31 wherein said identity is a customer identity.

33. (Previously Amended) The system of claim 40 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (Cancelled)

39. (Previously Amended) A computer program product comprising:

code for receiving a definition of a reverse star schema meta-model;

code for generating a data warehouse populated with the information from the source
database and in accordance with the reverse star schema meta-model;

code for providing the data warehouse as a source database for creating the dynamically
generated database;

code for receiving a definition of at least one of a plurality of customer profile groups;

code for receiving input indicating at least one quantity of interest in the information;

code for receiving a definition for a data model;

code for dynamically creating at least one generated database based upon the data model
and configured to the quantity of interest, further comprising:

code for creating at least one first dimension table based upon the data
schema and the quantity of interest; and

code for creating at least one fact table based upon the data schema and
the quantity of interest and the information; and

code for displaying at least a portion of the dynamically generated database; and

a computer readable storage medium for containing the codes.

40. (Previously Amended) A system for visualizing information, said system comprising:

an OLAP server;

at least one data source;

a data warehouse;

at least one decision support computer, interoperable with said data

warehouse, said at least one data source and said OLAP server;

wherein said decision support computer is operatively disposed to:

create a mapping based upon a virtual meta-model schema, said mapping
providing a translation for data in said at least one data source to said
data warehouse;

migrate said data from said at least one data source to said data warehouse
according to said mapping; and

provide said data to said OLAP server for display, wherein the virtual meta-
model schema is a reverse star schema.

41. (Previously Amended) The system of claim 40, wherein said decision support
computer is operatively disposed to:
receive a selection of a targeted customer segment of interest as the quantity of interest;
generate at least one of a plurality of targeted customer segment tables based upon the
dynamically generated database; and
provide the targeted customer segment tables to external applications.

42. (Previously Amended) The computer program product of claim 39, wherein the code
for dynamically creating at least one generated database further comprises:
code for receiving an input from an on-line application processor (OLAP);
code for transforming the input into a database query based upon the data model; and
code for providing information in response to the database query.

43. (Currently Amended) A computer implemented method for analyzing information in
a first database, said first database organized according to a first data schema, the method
comprising computer implemented steps of:
defining a virtual data model;
determining from the virtual data model a second data schema;
receiving as input a third data model definition;
creating a third database having a third data schema from the third data model;
creating a first mapping, that provides a translation for data from said first data schema to
said second data schema;
creating a second mapping, that provides a translation for data from the second data
schema to the third data schema; and
selectively migrating information from at least one of the first database to the second
database according to the first mapping, and the second database to the third
database according to the second mapping;
wherein the virtual data model comprises a reverse star schema.

44. (Previously Presented) The method of claim 43 wherein said first data schema

comprises a star schema.

45. (Previously Presented) The method of claim 43 wherein virtual data model comprises an identity centric data organization.

46. (Previously Presented) The method of claim 45 wherein said identity is a customer identity.

47. (Previously Presented) The method of claim 43 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

48. (Currently Amended) A computer implemented method, the method comprising computer implemented steps of:

receiving a definition of a reverse star schema meta-model;

generating a data warehouse populated with the information from the source database and in accordance with the reverse star schema meta-model;

providing the data warehouse as a source database for creating the dynamically generated database;

receiving a definition of at least one of a plurality of customer profile groups;

receiving input indicating at least one quantity of interest in the information;

receiving a definition for a data model;

dynamically creating at least one generated database based upon the data model and configured to the quantity of interest, further comprising:

creating at least one first dimension table based upon the data schema and the quantity of interest; and

creating at least one fact table based upon the data schema and the quantity of interest and the information; and

displaying at least a portion of the dynamically generated database.

49. (Previously Presented) The method of claim 48 further comprising generating a customer profile report and wherein the information comprises business performance measures, and wherein:

creating at least one first dimension table further comprises:

      creating a customer profile hierarchy; and

creating at least one fact table further comprises:

      aggregating said business performance measures according to said

          customer profile hierarchy.

50. (Previously Presented) The method of claim 48 further comprising generating an operation report, and wherein the information comprises business performance measures, and wherein:

creating at least one fact table further comprises:

      aggregating said business performance measures; and

      filtering said customer profiles.

51. (Previously Presented) The method of claim 48 further comprising generating a customer behavior report, and wherein the information comprises customer records, and wherein:

creating at least one first dimension table further comprises:

      creating a at least one of a plurality of customer profiling dimensions based upon

          the at least one of a plurality of customer profile groups received; and

creating at least one fact table further comprises:

      aggregating customer records based on said at least one of a plurality of customer

          profiling dimensions.

52. (Previously Presented) The method of claim 48 further comprising:

creating a list of customers for each one of the plurality of customer profile groups;

creating at least one intermediary data structure to manage the list of customers; and

creating customer classification components in a meta model for each customer profile

      group.

53. (Previously Presented) The method of claim 48, wherein dynamically creating at least one generated database further comprises:

receiving an input from an on-line application processor (OLAP);

transforming the input into a database query based upon the data model; and

providing information in response to the database query.

54. (Currently Amended) A <u>computer implemented</u> method for visualizing information, <u>the method</u> comprising <u>computer implemented steps of</u>:

creating a mapping based upon a virtual meta-model schema, the mapping providing a translation for data from at least one data source to a data warehouse;

migrating data from the at least one data source to the data warehouse according to the mapping; and

providing the data to the OLAP server for display, wherein the virtual meta-model schema is a reverse star schema.

55. (Previously Presented) The method of claim 54, further comprising:

receiving a selection of a targeted customer segment of interest as the quantity of interest;

generating at least one of a plurality of targeted customer segment tables based upon the dynamically generated database; and

providing the targeted customer segment tables to external applications.